

ABSTRACT

The present invention relates a method, system, and computer program product for providing discounted media placement and marketing services to a plurality of advertisers. The present invention comprises receiving a large block of media at a volume-discounted price from a media provider; dividing the large block of media into a plurality of smaller media blocks; and providing the plurality of smaller media blocks to a plurality of advertisers. Through receiving and dividing the large block of media into a plurality of smaller media blocks, the plurality of advertisers are able to receive leveraged media placement at a volume-discounted price.

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